Proposed New Council Study Issue

Number	ITD-01
Status	Pending
Calendar Year	2006
New or Old	Previous
Title	Additional Technologies to Broadcast Meetings - Radio
Lead Department	Information Technology
Element or SubElement	Community Sub-Element Policy 7.2A.4

1. What are the key elements of the issue? What precipitated it?

Currently, live City Council meetings are broadcast over Comcast government access Channel 15-KSUN, limiting viewers to only those who reside within the City of Sunnyvale and who subscribe to Comcast cable television services. There are a variety of other technologies available to deliver live broadcast meetings to those without a Comcast subscription. For instance, some cities use a low-band AM radio station to deliver an audio broadcast of the live meetings.

This study would focus on the feasibility of using a low-band AM radio station to deliver an audio broadcast of the live meetings. As part of their current franchise agreement with the City, Comcast provides the government access channel over which live meetings are now broadcast. Use of an AM radio station will require equipment and an application to the Federal Communications Commission (FCC) for a frequency over which to broadcast audio of live meetings. These frequencies are limited and often are good for only a 3 to 5 mile radius.

The study will identify what the impact of providing and maintaining new broadcasting services will be on existing IT staffing resources. There may also be an impact on the Communications Division of the Office of the City Manager to develop content for when the radio station is not being used to broadcast meetings, as well as to keep that content current. Ongoing support by City staff will be needed to monitor the radio station broadcast during live meetings and to resolve any problems, as well as provide continuous programming when live meetings are not being held.

The completion of the study will impact the Information Technology Department in that limited staffing resources will be diverted from providing existing services to conducting the study.

2. How does this relate to the General Plan or existing City Policy?

Community Participation Sub-Element Policy 7.2A.4 – Identify communications media and telecommunications technology that are appropriate and cost effective to provide information to and access for the community.

Telecommunications Policy Goal C – Use telecommunications to maintain and enhance information resources and services provided to Sunnyvale citizens.

3. Origin of issue

Council Member(s)	Otto Lee
General Plan	
City Staff	
Public	
Board or Commission	none

Board or Commission ranked this study issue _____ of _____

Board or Commission ranking comments

4. **Multiple Year Project?** No   **Planned Complete Date** 12/31/2006

5. **Estimated work hours for completion of the study issue (use 5 or 8-hour increments)**

Finance	0
Information Technology	40
Office of the City Attorney	8
Office of the City Manager	24
Total Hours	72

6. **Expected participation involved in the study issue process?**

Does Council need to approve a work plan?	No
Does this issue require review by a Board/Commission?	No
If so, which?	
Is a Council Study Session anticipated?	No

   What is the public participation process?
   Not applicable.

7. **Cost of Study**

   Operating Budget Program covering costs
   764, IT Services Delivery

   Project Budget covering costs

   Budget modification $ amount needed for study
   $0

   Explain below what the additional funding will be used for

8. **Potential fiscal impact to implement recommendations in the Study approved by Council**

Capital expenditure range	$500 - $50K
Operating expenditure range	$500 - $50K
New revenues/savings range	Under $500

   Explain impact briefly
   One-time purchase costs will be needed for equipment, licensing and other items. There will be new operating costs associated with maintaining and managing the radio station.

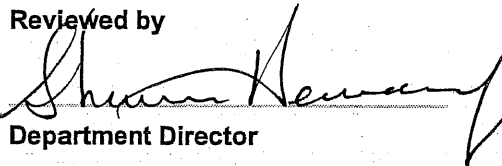9. **Staff Recommendation for this calendar year**

   Recommendation None

   If 'For Study' or 'Against Study', explain
   Staff recommends that this study be deferred to 2007. There are limited IT Department staffing resources to conduct the study in 2006. In addition, the IT Department and Office of the City Manager-Communications Division are working on a project to replace the existing analog technology that is used to broadcast live meetings over the Comcast cable TV system. This outdated analog equipment should be replaced before a study is completed to determine what type(s) of additional technology would be appropriate to complement the cable TV broadcast.
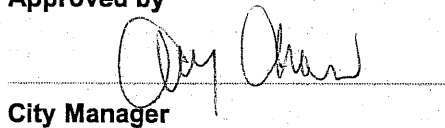
   Note: If staff's recommendation is 'For Study' or 'Against Study', the Director should note the relative importance of this Study to other major projects that the department is currently working on or that are soon to begin, and the impact on existing services/priorities.

Reviewed by

_____ / 12/21/05
Department Director   **Date**

Approved by

_____   12/22/05
City Manager   **Date**

Proposed New Council Study Issue

Number	ITD-02
Status	Pending
Calendar Year	2006
New or Old	Previous
Title	Wireless Services at City Hall and the Library
Lead Department	Information Technology
Element or SubElement	Community Participation Sub-Element Policy 7.2A.4

1. What are the key elements of the issue? What precipitated it?

More and more cities are providing wireless services at City facilities for visitors to access the Internet. The Information Technology Department and the Department of Libraries have discussed the provision of wireless services at the Main Library. This project was deferred in the non-routine process for FY 05/06 due to limited IT staffing resources. This study issue would continue the review of wireless services at the Library and would include the City Hall as another possible hot spot.

The study will review whether the hot spots will be provided through the City's network infrastructure or whether they will be contracted to an Internet service provider. There are security concerns with providing the wireless services through the City's network that will need to be addressed including segregating the public users from City users. There are also limitations with bandwidth and speed; i.e., the more people using a single wireless access point will result in a less responsive and slower network access. The study will address whether the service should be free or at a charge to the public and how users are authenticated (using their library card) and identify what additional IT resources will be needed to support the wireless networks. The study will also include a review of other cities and how they approach the provision of wireless services in City facilities and identify any potential legal ramifications or liability for the City providing Internet services to the public.

2. How does this relate to the General Plan or existing City Policy?

In June 1996, the City adopted a Telecommunications Policy, which is the driving document containing goals, policies and action statements for achieving universal access for Sunnyvale citizens and businesses at competitive, affordable prices. One of its goals is to "use telecommunications to maintain and enhance information resources and services provided to Sunnyvale citizens."

Community Participation Sub-Element Policy 7.2A.4 – Identify communications media and telecommunications technology that are appropriate and cost effective to provide information to and access for the community.

3. Origin of issue

Council Member(s)	Melinda Hamilton, Otto Lee
General Plan	
City Staff	
Public	
Board or Commission	none

Board or Commission ranked this study issue _____ of _____

Board or Commission ranking comments

4. Multiple Year Project? No   Planned Complete Date 12/31/2006

5. Estimated work hours for completion of the study issue (use 5 or 8-hour increments)

Consultants   0
Finance   20
Information Technology   120
Libraries   24
Office of the City Attorney   20
_____

Total Hours   184

6. Expected participation involved in the study issue process?

Does Council need to approve a work plan?   No
Does this issue require review by a Board/Commission?   No
If so, which?
Is a Council Study Session anticipated?   No
What is the public participation process?
Public Hearing when RTC is presented.

7. Cost of Study

Operating Budget Program covering costs
764, IT Services Delivery
Project Budget covering costs
Budget modification $ amount needed for study
$ 0
Explain below what the additional funding will be used for

8. Potential fiscal impact to implement recommendations in the Study approved by Council

Capital expenditure range $500 - $50K
Operating expenditure range $500 - $50K
New revenues/savings range   Under $500
Explain impact briefly
The one-time purchase estimate obtained in 2003 to provide 4 wireless access points at the Library though the City's network was $23,150 and is budgeted in the Library replacement system project. There is no existing funding to purchase equipment to install wireless hot spots in City facilities other than the Library. There will be significant impact on the IT Department staffing resources to maintain the wireless networks at City Hall and Library. With the position reductions made in FY 2003-2004, it is highly likely that existing services levels that were already adjusted as a result of the budget reductions will need to be reviewed and adjusted again resulting in an even longer response time to customers' requests.

9. Staff Recommendation for this calendar year

Recommendation Against Study

If 'For Study' or 'Against Study', explain
Staff is already planning to implement a wireless network at the Library. After that wireless network is implemented, an assessment can be made regarding the impact on the IT staffing resources for maintaining the wireless network. Depending on that assessment, staff may decide to proceed with the additional hot spot(s) at City Hall, which would be dependent on availability of capital funding. In addition, IT is continuing

the implementation of the HR/Payroll upgrade. Staff will also begin the upgrade of the Public Safety CAD/RMS systems in Spring 2006. Resources to study this issue will be diverted from implementing these projects and from completing ongoing operational tasks already stretching the IT staffing resources.

Note: If staff's recommendation is 'For Study' or 'Against Study', the Director should note the relative importance of this Study to other major projects that the department is currently working on or that are soon to begin, and the impact on existing services/priorities.

Reviewed by

Shawn Hernandez   1-23-2006

Department Director ∂·McCrane   Date

Approved by

City Manager   1/26

City Manager   Date

Proposed New Council Study Issue

Number	ITD-03
Status	Pending
Calendar Year	2006
New or Old	New
Title	Webcasting City Meetings
Lead Department	Information Technology
Element or SubElement	Community Sub-Element Policy 7.2A.4

1. What are the key elements of the issue? What precipitated it?

Several cities routinely webcast Council meetings, as well as other City events and meetings. Webcasting of meetings would enable people who work or own businesses in Sunnyvale but reside in other communities to view and/or listen to meetings at which topics of interest are discussed. In addition, Councilmembers would be able to view webcasts of meetings while they are traveling and away from the City. This study issue would determine the costs for equipment and maintenance, and the operational requirements to webcast City meetings.

There will be one-time purchase costs and ongoing operating costs involved in webcasting. The City will need to purchase some additional equipment, such as an encoder and server. The City will need to replace the outdated analog equipment that is currently used to broadcast meeting over cable television before an additional technology such as webcasting is implemented. If the City chooses to outsource the webcast service, costs will include monthly access fees to the ISP. Procedural questions will need to be answered such as: archiving of past meetings, how long archived meetings will be available, and how often webcasts should be repeated. There is a cost associated with each of these components. As part of this study, City staff will survey surrounding communities to identify if and how they are webcasting meetings, and their associated costs.

The study will also identify what the long term impact of webcasting meetings will be on existing IT resources. There may also be an impact on the Communications Division of the Office of the City Manager. Ongoing support by City staff will be needed to monitor the webcasts, and resolve any problems that arise.

Completion of this study will divert limited IT staff resources from providing existing services, and may impact the established department service levels.

2. How does this relate to the General Plan or existing City Policy?

Community Participation Sub-Element Policy 7.2A.4 – Identify communications media and telecommunications technology that are appropriate and cost effective to provide information to and access for the community.

Telecommunications Policy Goal C – Use telecommunications to maintain and enhance information resources and services provided to Sunnyvale citizens.

3. Origin of issue

Council Member(s) Melinda Hamilton
General Plan
City Staff
Public
Board or Commission none

**Board or Commission ranked this
study issue _____ of _____
Board or Commission ranking comments**

4. **Multiple Year Project?** No   **Planned Complete Date** 12/31/2006

5. **Estimated work hours for completion of the study issue (use 5 or 8-hour increments)**

   Finance   0
   Information Technology   140
   Office of the City Attorney   8
   Office of the City Manager   24
   _____
   Total Hours   172

6. **Expected participation involved in the study issue process?**

   Does Council need to approve a work plan?   No
   Does this issue require review by a Board/Commission?   No
   If so, which?
   none
   Is a Council Study Session anticipated?   No
   What is the public participation process?
   Not applicable.

7. **Cost of Study**

   Operating Budget Program covering costs
   764, IT Services Delivery
   Project Budget covering costs
   Budget modification $ amount needed for study
   $0
   Explain below what the additional funding will be used for

8. **Potential fiscal impact to implement recommendations in the Study approved by Council**

   Capital expenditure range $51K - $100K
   Operating expenditure range $500 - $50K
   New revenues/savings range   Under $500
   Explain impact briefly
   One-time purchase costs will be needed for equipment and other items. If implemented, there will be new operating costs associated with maintaining and managing the webcasting technology by the IT Department and the Communications Division of OCM.

9. **Staff Recommendation for this calendar year**

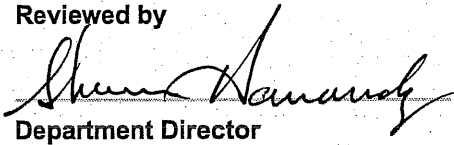   **Recommendation** For Study

   If 'For Study' or 'Against Study', explain
   Staff recommends that this study be completed in 2006. Staff began research for a similar study issue in 2003; that issue was canceled when staffing reductions were made in FY 03/04. Webcasting is a proven technology that will enable those who do not reside in Sunnyvale or who do not have cable television to listen and view City meetings, resulting in a better informed community.

Note: If staff's recommendation is 'For Study' or 'Against Study', the Director should

note the relative importance of this Study to other major projects that the department is currently working on or that are soon to begin, and the impact on existing services/priorities.
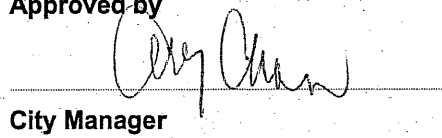
Reviewed by

_____   12/21/05
Department Director   Date

Approved by

_____   12/22/05
City Manager   Date